

APOLLO THEATER ANNUAL REPORT



APOLLO

UPTOWN HARLEM
THE HARLEM/SOUTH AFRICA CLUB



Primary photography by Shahar Azran

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APOLLO
2014-2015





“...love, gratitude, compassion, and joy...songs akin to doo-wop and to South Africa’s Zulu choral tradition...the voices were the real show”.

THE NEW YORK TIMES

FROM THE CHAIRMAN AND PRESIDENT & CEO

Our 2014-2015 biennial Global Festival was entitled *WOW-Women of the World*. When we reflect on this season, “WOW!” seems to be the most appropriate description.

This year we engaged 150,000 people through 457 programs and performances; increased our box office income, fundraising, and audience numbers; welcomed 2 new board members; and grew our presence in the digital/social space.

These are dynamic times at the Apollo. We embarked on our first international tour of an original Apollo work with the European tour of *James Brown: Get on the Good Foot-A Celebration in Dance*, built a relationship with acclaimed French music festival Jazz à Vienne, and explored a new model of presenting concerts with very successful performances by D’Angelo and The Daptones Super Soul Revue. Our performing arts season showcased artists and programs from around the world in innovative ways and reflected the diverse cultures of the African diaspora.

Our impact was also evident through free community-focused programming such as the Uptown Hall series addressing important community issues, Harlem Healthy Soul Festival, two Apollo Open Houses, and the Holidays at the Apollo Winter Wonderland. Additionally, we engaged more than 11,000 children and families through our robust year-round education programs including the Apollo Theater Academy, In School Workshops, Schools Day Live, School Tours, and Oral History Project.

As we look back over the accomplishments highlighted in this report, we are so grateful for the leadership of our Board of Directors, efforts of our staff, creativity of our artists, and generosity of our donors. The success outlined in this report would not be possible without you. Thank you!

Dick Parsons, *Chairman of the Board*
Jonelle Procope, *President and CEO*



“The Apollo Theater isn’t just Harlem’s crown jewel; it’s one of the most influential artistic institutions in the world.”

AM NEW YORK

FROM THE EXECUTIVE PRODUCER

Our 2014-2015 season reflected a continued commitment to supporting emerging and established artists and growing our role as a creative catalyst for Harlem, New York, the nation, and the globe. Programming spanned many artistic disciplines and brought artists from around the world to the Apollo’s iconic Mainstage and intimate Soundstage. A central theme of the season was highlighting important artists and figures that influenced Harlem’s cultural, social, and civic life, with programs such as *Africa Now! South Africa* examining connections between Harlem and South Africa; the Harlem Jazz Shrines Festival *Harlem Nights U Street Lights* tracing the strong musical relationship between Harlem and the U Street neighborhood of Washington D.C.; and *One Love* a Bob Marley tribute concert celebrating Marley and his connection to Harlem and the African American community.

A major centerpiece of the season was the biennial Global Festival, *WOW-Women of the World*. More than 5,000 people participated in the four day festival of politically-conscious female artists, activists, and leaders from around the world. We also presented our first international tour with the original Apollo production *James Brown: Get on the Good Foot – A Celebration in Dance* having 19 performances in 8 cities across Germany, Luxemburg, and the Netherlands.

The innovative and diverse programming of our 2014-2015 season reflected our heritage as part of the Harlem community, a touchpoint for the African diaspora, and a home for artists throughout every stage of their development. We look forward to extending this legacy into the future in forward-thinking ways.

Mikki Shepard, *Executive Producer*



AFRICA NOW: SOUTH AFRICA

OCTOBER 9-12, 2014

The 3rd edition of this annual festival presented with World Music Institute, explored Harlem's enduring relationship with South Africa and commemorated the 20th anniversary of Nelson Mandela's inauguration. The centerpiece Mainstage concert featured a powerful lineup of contemporary socially conscious artists: 3-member *a capella* group The Soil from Soweto; sultry Xhosa singer/activist Simphiwe Dana; and Tanzanian-born South African rapper Tumi Molekane. The festival also included two Music Cafes, an Uptown Hall, Family Workshop, Live Wire discussion exploring the post-Apartheid music scene in South Africa, School Day Live, film screenings, social events throughout Harlem, and a conversation at the United Nations.

APOLLO

IRVIN MAYFIELD, JR. AND THE NEW ORLEANS JAZZ ORCHESTRA

NOVEMBER 7-8, 2014

Noted Jazz trumpeter, band leader, and Cultural Ambassador of the City of New Orleans, Irvin Mayfield, Jr. brought the music and culture of "The Big Easy" to the Apollo. With two Music Cafes featuring Stefan Harris and Jon Batiste, the centerpiece Mainstage concert by Mayfield and The New Orleans Jazz Orchestra with special guest Aaron Neville, a School Day Live, and a major press event inducting Louis Armstrong into the Apollo Legends Walk of Fame—complete with a New Orleans-style Second Line parade—the Apollo celebrated and honored New Orleans' diverse musical traditions in an innovative and refreshing way.

MMU

LANDMARK POPULAR MUSIC CONCERTS

**THE DAPTONE SUPER SOUL REVUE, DECEMBER 4-6, 2014
D'ANGELO FEBRUARY 7, 2015**

The Daptone Super Soul Revue ran for three shows featuring Sharon Jones & the Dap Kings and Charles Bradley as well as Antibalas, Naomi Shelton & the Gospel Queens, The Sugarman Three, The Budos Band, Menahan Street Band, The Extraordinaires, the Como Mamas, and Saun & Starr. These sold-out concerts were also recorded for release as the label's first live album, *The Daptone Soul Revue, Live at the Apollo*. The Apollo also presented D'Angelo in his triumphant return to the Apollo stage with an electrifying concert that kicked-off his Second Coming Tour and received tremendous popular and critical acclaim.

ONE LOVE! A BOB MARLEY TRIBUTE CONCERT NOVEMBER 29, 2014, 2 CONCERTS

These two special concerts commemorated Bob Marley's historic 1979 sold-out 7 show run at the Apollo that celebrated the Rastafari movement and spread the message of Pan-Africanism and global black unity. One Love! A Bob Marley Tribute Concert featured titans of today's reggae scene as The Wailers, Third World, and special guests Ky-Mani Marley, Maxi Priest, and Lauryn Hill gathered for a high energy concert remembering Marley and proving that "the spirit lives...it's living in the people...and it will never die".



SIC

ELLINGTON AT CHRISTMAS

DECEMBER 13-14, 2014

Back by popular demand, the 2014 Ellington at Christmas program offered three Apollo Mainstage performances starring baritone Norm Lewis and featuring soprano Priscilla Baskerville, tap dancer Jason Samuels Smith, Jazz vocalist Lizz Wright, students of Dance Theatre of Harlem, the Arts High School Advanced Choir of Newark, and the David Berger Jazz Orchestra, under the musical direction of David Berger. This Apollo exclusive holiday event for the whole family included Ellington's *Nutcracker Suite* and rarely performed *Sacred Music Concerts*.

HARLEM JAZZ SHRINES FESTIVAL HARLEM NIGHTS / U STREET LIGHTS

MAY 9-10, 2015

Presented in collaboration with Harlem Stage and Jazzmobile, this annual festival recognizes Harlem's rich legacy of Jazz. The Apollo's Mainstage festival finale, presented in collaboration with the John F. Kennedy Center for the Performing Arts, celebrated the musical links between Harlem and Washington D.C. Curated by pianist Jason Moran, Kennedy Center Artistic Director for Jazz, the blow-out Harlem Nights/U Street Lights concert featured a host of artists and traveled to Kennedy Center on May 10. The Apollo also offered two Music Cafes, a themed-Amateur Night, Live Wire, School Day Live, Family Showtime, and a week of late night Jazz at Showman's.

JAZZ À VIENNE

In 2014, the Apollo began a two-year partnership with one of Europe's most acclaimed music festivals, Jazz à Vienne. Continuing the celebration of the Apollo's 80th Anniversary, in July 2014 Jazz à Vienne presented Soul Night at the Apollo-The 80th Anniversary of the Apollo Theater, featuring a mini-Apollo exhibition, A Night at the Apollo variety show with Amateur Night child star Matthew Whittaker, Ben l'Oncle, the Daptone Super Soul Review, and an Apollo Gospel Brunch. The partnership will continue in 2015 with Francophone Jazz and Soul artists from around the world being presented on a blow-out Apollo mainstage concert.



APOLLO

LEGACY



Baldwin

APOLLO GLOBE

WOW-WOMEN OF THE WORLD FESTIVAL

JUNE 11-14, 2015

This edition of the Apollo's biennial Global Festival was a multidisciplinary celebration of groundbreaking politically-conscious female artists, activists, and leaders from around the world. Founded in 2011 at London's Southbank Centre, WOW was created to celebrate the formidable power of women, to make change happen, to remind us of our history, to draw attention to injustice, to enjoy the company of women, and to encourage men to add their support as we set out to achieve a fairer world.



The Apollo's WOW Festival was a four-day experience that included performances, talks, mentoring sessions, activism, workshops, and film screenings on everything from politics, science, sex, fashion, war, and power. Over 150 women came together over 12-months to plan the festival. Approximately 5,000 people participated in the four day festival.

Festival highlights included: Artist-Activist Live Wire discussion by Bernice Johnson Reagon, Toshi Reagon, and Tashawn Reagon, three generations of extraordinary women who have used their artistry and scholarship to advance social change; a Girls Town Hall for teens; WOW Bites lunch conversations at five Harlem restaurants; an evening with Iyanla Vanzant with performances by Yuna and Emel Mathlouthi; the Keynote Address by Liberian Peace Activist and Nobel Peace Prize Winner Leymah Gbowee; the Keynote Conversation Feminism Now; a Mainstage concert by Black Women Rock with special guest Macy Gray; two Music Cafes; two days of interactive panel discussions and workshops at the Apollo and at City College; and a closing conversation, *Women Who Lead*, with gospel artist Michelle Williams.

WOW FESTIVAL

WOW-IMPACT AND DIGITAL/ SOCIAL REACH

In addition to the audience of 5,000 who experienced the Apollo's WOW Festival in person, the festival generated more than 12,000,000 media impressions and included rich interactive social media onsite with the #WOWApollo Social Lounge hosted by Prudential, live tweeting, global live stream of select festival performances, and an Apollo staff photographer capturing images with a special camera app that created a 4-image collage for use on social media. More than 1600 tweets utilized the #WOWApollo hashtag and a tagboard display in the Social Lounge, at festival sessions, and on the wowapollo.com website facilitated continued social interaction.





AMATEUR NIGHT

Amateur Night at the Apollo remains the most enduring and significant talent showcase in American history, cultivating artists like Billie Holiday, James Brown, Gladys Knight, D'Angelo and countless others. The 2014-2015 season included 40 Amateur Night performances, with special theme nights such as a Holiday Special with Diggy Simmons, the Season Opener with Jazmine Sullivan, and a Broadway Night with Billy Porter. The winner of the 2014 \$10,000 Grand Prize was beatboxer and live looper Sung Lee. Child Star co-winners were Laura Bretan and Christian Guardino.





APOLLO WALK OF FAME

The Apollo Legends Walk of Fame on the sidewalk under the Theater's iconic marquee honors legendary performers with close ties to the Apollo. Two significant legends were inducted during the 2014-2015 season in unique events that paid tribute to their accomplishments, recognized their ties to the Apollo, and offered the press and public a vibrant opportunity for celebration. Louis Armstrong was fêted November 8 during the New Orleans Jazz Weekend, complete with a Second Line Parade on 125th Street, and Billie Holiday was honored on April 6 in an event featuring Two-Time GRAMMY Award winning Jazz vocalist Cassandra Wilson.

MUSIC CAFÉ

Apollo Music Café features diverse performances across a myriad of music genres. The intimate 150-seat Soundstage and a special focus on emerging and underground artists create an unparalleled experience for music aficionados and a unique local hang-out. Music Café often introduces new artists and musical projects to the NYC music scene and many evenings complement Apollo Mainstage programming. The 2014-2015 Music Café season featured 18 performances and included artists such as J'Sun, Jennifer Johns, GIZMO, Rhonda Thomas, ELEW, Timothy Bloom, and Frenchie, as well as special Music Cafés during Africa Now, the New Orleans Jazz Weekend, Harlem Jazz Shrines, and WOW.



NATURE

JAMES BROWN: GET ON THE GOOD FOOT INTERNATIONAL TOUR

FEBRUARY 18-MARCH 12, 2015

James Brown: Get on the Good Foot—A Celebration in Dance, the Apollo's original production celebrating the life and music of James Brown was commissioned and premiered in 2013 as part of the Apollo's 80th Anniversary and features original choreography by artists from the United States, Europe, Southeast Asia, and West Africa. The international tour included 19 performances in 8 cities throughout Germany, Luxemburg, and the Netherlands. This successful international tour--the Apollo's first foray into touring an original production--followed a 2013-2014 national tour of the work, expanding the Apollo's footprint and continuing the Theater's commitment to engaging contemporary artists and audiences across a range of disciplines.

BALLET HISPANICO

NOVEMBER 21-22, 2014

In what has become an eagerly-awaited annual tradition, the nation's leading Latino dance company returned to the Apollo Mainstage to premiere its first evening-length work, *CARMEN.maquia*, co-commissioned by the Apollo Theater. The weekend also included two evening performances as well as a School Day Live performance.

APOLLO

DANCE



SALON SERIES

MAY 26-30, 2015

The Apollo Salon Series provides developmental support for contemporary new work by creative artists. The 2014-2015 Salon Series welcomed noted choreographer Rennie Harris, his company Puremovement, and dancers from the Brooklyn-based Next Level Squad--pioneers of the street dance technique of "bone breaking", as they worked on a new piece, *100NAKEDLOCKS*. *100NAKEDLOCKS* is a hip hop dance theater work inspired by themes of Afro futurism and the Black sci-fi genre. It was commissioned by the Apollo Theater for the October 2015 Breakin' Convention Festival. This residency included a week of work on the Apollo Soundstage as well as three workshop performances of the piece.





UPTOWN HALL SERIES

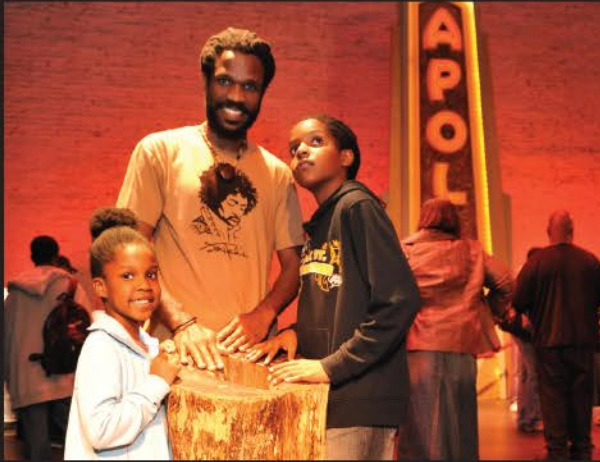
The Apollo's free Uptown Hall series addresses a diverse range of cultural, social, and political issues important to the Harlem community. *The Harlem South Africa Connection* on October 12 focused on Harlem's enduring relationship with South Africa and complemented the Apollo's Africa Now! festival. Co-moderated by The Africa Channel's Dr. Felicia Mabuza-Suttle and NYABJ President Michael J. Feeney, participants included former NYC Mayor David N. Dinkins and South African Consul General George Monyemangene among others. *Hear our Voices, Count Our Votes: MLK's March on Washington Continues* on January 18 was presented in partnership with WNYC and co-moderated by Brian Lehrer and Melissa Harris-Perry. The afternoon celebrated Dr. King's legacy and included tributes to Maya Angelou, Ruby Dee, and Yuri Kochiyama.

APOLLO

HOLIDAYS AT THE APOLLO

Holidays at the Apollo includes a month of holiday traditions and special programming. Highlights for 2014 included the Coca-Cola Winter Wonderland on December 20 featuring a day of free activities for the whole family under the Apollo marquee including performances by First Corinthian Baptist Church, Young Dreamers Choir, NYCHA Youth Chorus, and Tami Tyree; picture taking with Santa; giveaways; and a toy and book drive benefiting Safe Horizon. The festivities continued with the Amateur Night Stars of Tomorrow Holiday Special with special guest Diggy Simmons and the popular annual Kwanzaa Celebration with Abdel Salaam's Forces of Nature Dance Theatre.

COM



OPEN HOUSE

Apollo Open House features performances, family workshops, and multi-media presentations highlighting the Apollo's rich history and exciting future. Open House is free and open to all, ensuring that NYC residents and tourists alike experience the Apollo's robust programming. The October 11 Open House was presented in partnership with Open House NY. It featured Harlem Historian and Columbia University Community Scholar John Reddick presenting the Apollo in the context of the numerous theaters that once dominated 125th street and included a walking tour of Harlem. The February 21 Open House included storytelling, lectures and discussions, performances by Amateur Night winners, a family workshop, and film screenings.

HARLEM HEALTHY SOUL FESTIVAL

SEPTEMBER 13, 2014

The Apollo presented its second annual Harlem Healthy Soul Festival, engaging nearly 3,000 people with a daylong, free event that transformed the Apollo and 126th Street behind the Theater into a block party that served as a platform for Harlem families to learn about the numerous community health resources to help them live active and healthier lives. This year's Festival was hosted by Dr. Ian Smith and featured performances by R&B Diva Faith Evans, with music by DJ Big Tigger, interactive activities by the New York Knicks and Knicks City Dancers, health screenings, nutrition-focused cooking demonstrations, exercise modules, and fun for the whole family.



COMMUNITY



SCHOOL DAY LIVE

School Day Live performances extend the Apollo Experience to the next generation. *Music of South Africa* with Tumi Molekane and *The Soil* was presented as part of the Africa Now! Festival on October 10. *Ballet Hispanico Performances for Young People*, two shows on November 21, included narration and a Q&A with the dancers. Revive Big Band offered an interactive show on May 8 highlighting connections between Jazz and Hip Hop as part of the Harlem Jazz Shrines Festival.

ORAL HISTORY PROJECT

During the 2014-2015 season 135 4th and 5th grade students at C.S. 154 benefitted from the academic growth and personal development fostered in this sequential, year-long program. Students' oral history work culminated in their creation and performance of theatrical vignettes March 31 on the Apollo Soundstage. In a semester-long residency at Wadleigh Secondary School for the Performing & Visual Arts, 31 11th graders documented oral history interviews using video and created an original documentary film short "Through the Eyes of an Artist" which was screened on the Soundstage May 20.

APOLLO EDUCATION

FAMILY SHOWTIME

Family Showtime provides families an opportunity to experience live performance and arts workshops at the iconic Apollo Theater. October 12 artist and designer Vickie Frémont led a Recycled Art Workshop to craft puppets inspired by South African culture. February 21 Malika Lee Whitney and The Pickney Players led a creative storytelling, music, and movement event celebrating family and community. May 9 musician/storyteller April Armstrong performed an afternoon of stories and songs as part of the Harlem Jazz Shrines Festival.

TOURS AND SCHOOL TOURS

The Apollo's Tour Programs engage local and international visitors as well as students. During the 2014-2015 season, a total of 13,956 people enjoyed a tour of the legendary Apollo Theater. Historic Tours illuminate American history and culture through the lens of the Apollo and welcomed 12,623 people in 293 tours with noted Apollo Tour Director, "Mr. Apollo" Billy Mitchell. School Tours welcomed 1,333 students in 59 tours with topics including: the Apollo Highlights Tour; The Music of the Apollo; Apollo Scavenger Hunt/Architecture tour; The Apollo and the Harlem Renaissance; and The Apollo and Harlem: The Evolution of a Community.



APOLLO THEATER ACADEMY

The Apollo Theater Academy engages teens with experiences and education relating to "behind the scenes" careers in arts and entertainment industries. The core Apollo Theater Academy programs include the High School Internship Program, Career Panels, and In School Career seminars.

The High School Internship Program selected 20 high school students from 19 different schools around New York City through a competitive application process. Interns received a weekly stipend and hands-on, relevant experiences in arts management and technical theater. These vital career development experiences were transformative for participating youth and advanced the Apollo's commitment to developing diverse leaders for the arts.

November 17 *Careers in Music: #Independent* was a panel discussion with musicians and music producers who have crafted and sustained careers working independent of record labels, agents, and contracts. March 23 *Behind the Scenes: Women in Hip Hop* looked at various career paths taken by women who define their work under the hip hop genre.



APOLLO IN THE HAMPTONS

AUGUST 24, 2014

The 5th Annual Apollo in the Hamptons, hosted by Apollo Trustee Ronald O. Perelman, featured a private dinner and concert at his East Hampton home with performances by legendary superstars Sting, Jon Bon Jovi, and Gladys Knight; Oscar-winning actor and musician Jamie Foxx; and The Roots, with celebrated producer and artist Pharrell Williams serving as Creative Director. The event was co-chaired by Ronald Perelman, Dick Parsons, Robert K. Kraft, and Jon Bon Jovi and was underwritten by Mr. Perelman, raising \$4 million to support the Apollo's artistic, educational, and outreach programs. Notable guests included: Barbra Streisand, Sir Paul McCartney, Spike Lee, Jack Nicholson, Robert De Niro and Grace Hightower, Ron Meyer, Brad Grey, Harvey Weinstein, Debra Lee, and Paul Tudor Jones.





SPRING GALA

JUNE 8, 2015

The Apollo's much heralded 10th annual Spring Gala featured a one-night-only concert with performances from Nile Rodgers and CHIC, Ne-Yo, Luke James, Rosanne Cash, "The Voice" contestant Kimberly Nichole, and South African *a capella* trio The Soil, followed by a blow-out tented party designed by Bronson van Wyck. Madison Square Garden was recognized with the Corporate Award for its outstanding philanthropy and community service and the Ford Foundation received the Percy Sutton Award for its dedication to the Apollo. More than 700 business, media, entertainment, and philanthropy leaders came together to raise nearly \$2 million for the Apollo's year-round artistic, educational and community programming.

DINING WITH THE DIVAS

FEBRUARY 12, 2015

The fifth annual Dining with the Divas fundraiser luncheon welcomed some of the country's most esteemed, accomplished, and influential women and raised \$325,000 to support emerging artists, education, and community programs that engage underserved youth. Co-chaired by Carolyn Minick Mason, Jacqueline Nickelberry and Michelle Gadsden-Williams, the focus of this year's luncheon was women, the arts, and activism. Debra Martin Chase, television and film producer; Lisa Quiroz, Time Warner Inc.'s Chief Diversity Officer & SVP of Corporate Responsibility; and actress Tamara Tunie each gave insightful remarks about the importance of arts and activism in their lives.



BRATIONS

FINANCIAL OVERVIEW

Partnership is a key component of the Apollo's programming strategy. It enables the Apollo to make the most efficient use of its financial resources and organizational capacity while also exploring other artistic perspectives and engaging new audiences. Key partnerships in the 2014-2015 season included the John F. Kennedy Center for the Performing Arts (Harlem Nights U Street Lights), London's Southbank Centre (WOW Women of the World Festival), Ballet Hispanico (*CARMEN.maquia*), World Music Institute (Africa Now!), and acclaimed French music festival Jazz à Vienne. Additionally, the Apollo embarked on its first international tour of an original Apollo work with the European tour of *James Brown: Get on the Good Foot-A Celebration in Dance*.

The 2014-2015 season finished with a operating surplus of \$166,016. Ticket sales increased over FY14 by 10% and contributed income increased 3%. Attendance at performances increased 18% over the previous year, reflecting increased capacity/programming and effectiveness of targeted marketing campaigns.

Although Facility Rentals decreased from FY14, in large part due to the end of the *BET Apollo Live* show; however, FY15 did feature several high profile facility rental events including Sirius Radio presenting Pit Bull and James Taylor, the premiere of the James Brown biopic *Get on Up*, and HBO filming *Amy Schumer Live at the Apollo*. The Apollo also earned income from the European tour of *James Brown: Get on the Good Foot-A Celebration in Dance*. Expenses were relatively flat as a concerted effort was made in Q3 and Q4 to achieve significant savings to ensure a balanced budget.

The Financial information presented below is derived from the Apollo's audited financial statements and summarizes the activity of the fiscal year ending June 30, 2015.

Jacques Brunswick, COO

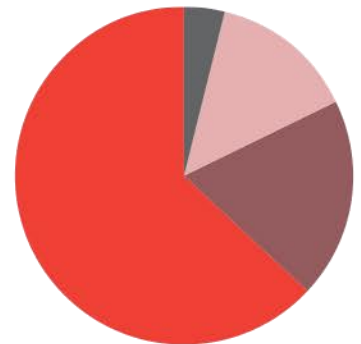
OPERATING INCOME

63% CONTRIBUTED AND GRANTS

19% ADMISSION INCOME

14% FACILITY RENTAL INCOME

4% OTHER INCOME



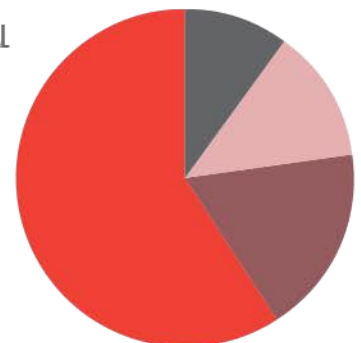
OPERATING EXPENSE

59% PERFORMING ARTS AND ENTERTAINMENT

18% EDUCATION AND COMMUNITY

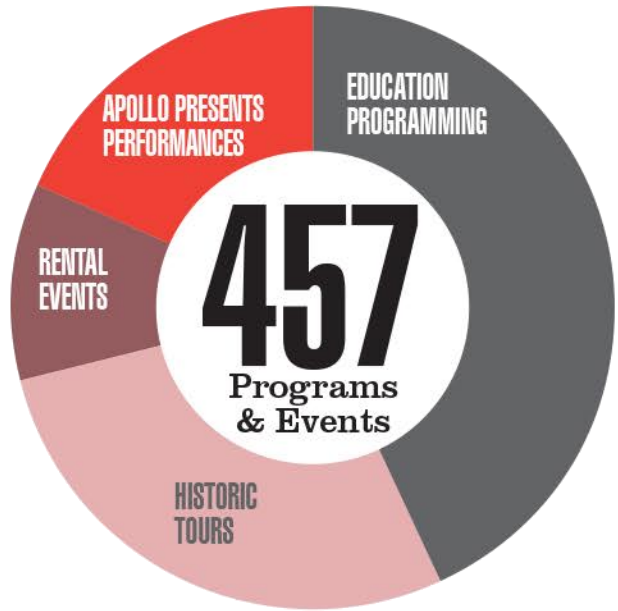
13% FUNDRAISING

10% MANAGEMENT AND GENERAL



11,000

Students and Families Engaged



23% Increase

150,000

Audience Members



900M

Monthly Media Impressions

40K

Facebook Likes

24.9K

Twitter Followers



STATEMENT OF OPERATING ACTIVITY

	2015	2014
Support and Revenue		
Admissions	\$2,581,100	\$1,944,041
Facility Rental Income	\$1,951,240	\$2,798,290
Other Income	\$597,353	\$629,037
	<u>\$5,129,693</u>	<u>\$5,371,368</u>
 Contributions and Grants	 \$8,555,106	 \$8,172,959
 Total Support and Revenue	 <u>\$13,684,799</u>	 <u>\$13,544,327</u>
Expense		
Program Services		
Arts and Entertainment	\$7,911,489	\$8,470,670
Educational and Outreach	\$2,392,435	\$2,167,843
Total Program Services	<u>\$10,303,924</u>	<u>\$10,638,513</u>
 Supporting Services		
Management & General	\$1,274,811	\$1,205,894
Fundraising	\$1,826,203	\$1,502,408
Total Supporting Services	<u>\$3,101,014</u>	<u>\$2,708,302</u>
 Total Expense	 <u>\$13,404,938</u>	 <u>\$13,346,815</u>
 Increase (decrease) in Net Assets before items below	 \$279,861	 \$197,512
 Transfers for property and equipment purchases	 (\$113,844)	 (\$146,568)
 Increase (decrease) in Net Assets	 <u>\$166,017</u>	 <u>\$50,944</u>

APOLLO THEATER BOARD OF DIRECTORS

Richard D. Parsons,
Chairman

Alfred C. Liggins, III,
Vice Chairman

Ronald O. Perelman,
Vice Chairman

JoAnn Price,
Treasurer

John W. Carr,
Secretary

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Jason L. Mathews

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Jonelle Procope (ex officio)

Lisa Garcia Quiroz

Marcus Samuelsson

Debra Shriver

Earl W. Stafford

Leslie M. Uggams

Bronson van Wyck

Pharrell Williams

Vaughn C. Williams, Esq.

Willie E. Woods

Brett Ian Wright

Patricia Miller Zollar

(As of June 30, 2015)

APOLLO THEATER STAFF

Executive Staff

Jonelle Procope,
*President & Chief Executive
Officer*

Mikki Shepard,
Executive Producer

Jacques Brunswick,
Chief Operating Officer

Jenna Bond-Louden,
*Board Liaison/Project
Manager to the Office of the
President*

Dwight Jordan,
*Project Manager to
the Executive Producer*

Victoria Ellerbe,
*Assistant to the COO and HR
Coordinator*

Performing Arts Programs

Laura Greer,
Associate Producer

Jamilla Deria,
Program Director

Charisse Williams,
Program Manager

Marion J. Caffey,
Amateur Night Producer

Kathy Jordan Sharpton,
*Amateur Night Coordinator
& Hospitality*

Education & Community Programs

Shirley Taylor,
Director of Education

Debbie Ardemento,
*Education Manager,
School Programs*

Jason Steer,
*Education Manager,
Apollo Theater Academy*

Jacquelyn Acekifi,
Education Associate

Princess Belton,
Education Associate

Billy Mitchell,
*Tour Director
and Apollo Ambassador*

L. Adé Williams,
*Community Programs
Manager*

Marketing & Communications

Melissa Skinner,
Senior Director of Marketing

Khalilah Elliott,
Director of Marketing

Nina Flowers,
*Director of Public Relations
& Communications*

Courtenay Moore,
*Customer Relations
Manager*

Cynthia Tate,
Public Relations Manager

Chanee Holmes,
Marketing Assistant

Angilique Coleman,
Marketing Administrator

Keshave Sattaur,
Box Office Treasurer

Kevin Dozier,
*Box Office Assistant
Treasurer*

Dexter Upshaw,
*Distinction Unlimited
Digital Media Producer*

Kersten Stevens, Think
Suite Media LLC
Digital Media Correspondent

Walker International,
*Audience Development
Consultant*

Development

Donna Lieberman,
*Senior Director of
Development*

Wendy Neikirk Rhodes,
*Director of Institutional
Relations & Campaign*

Jodi Doherty,
Director of Special Events

Travis Fraser,
*Director of Major Gifts
& Individual Giving*

Sarah Rodriguez,
*Associate Director,
Institutional Giving*

Kiara Tinch,
Development Associate

Finance

Michele Pagnotta,
Senior Director of Finance

Carlos Rivera,
Accounting Manager

Subira Taylor,
Accounting Associate

Luke Jackson III,
Accounting Assistant

Information Technology

Lewis Bent,
*Director of Information
Technology*

Carlos Tejeda,
Help Desk Technician

General Management

Joe Levy,
General Manager

Lloyd Vaughan,
Associate General Manager

Diane Dispo,
Company Manager

Johanie Olivero,
*General Management
Assistant*

Shenequa Brown,
Office & Gift Shop Manager

Production

Steven Jones,
Director of Production

Ingrid Matias,
*Production Management
Coordinator*

Joe Gray,
Head Carpenter

Kevin Dessisso,
Head Electrician

Ollie Cotton,
Head Audio

Kevin Nesbitt,
Head Props

Theater Operations

Dennis Walls,
*Director of Building
Operations*

Walter Steele,
Security Manager

Kim Smith
and Edward White,
Security Supervisors

Leslie Brandt,
Maintenance Manager

Fanny Aucacama,
Carmen Encarnacion,
and Micaela Rivera,
Housekeepers

(As of June 30, 2015)

APOLLO
PEOPLE

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